

kansas state collegian

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thursday, january 27, 2011

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Tomorrow:
High: 54 F
Low: 23 F



Saturday:
High: 39 F
Low: 18 F



For the web
Karen Ingram discusses
classes at K-State and Danny
Davis previews the SGA.

03

Rolling over Boulder
The women's basketball
team came away with first
Big 12 road win.

05

What's your sign
Read about the newest
addition to the zodiac and if
it will affect you.

LOST AND FOUND

MLK speech at K-State digitized

Tim Schrag
editor-in-chief

Each year K-State celebrates the Life of Martin Luther King, Jr., as a way to commemorate his historic visit to campus just months before he was assassinated. In roughly the past year K-State has discovered several historic items related to that visit including a note written in King's handwriting, photographs and now a recording of the speech. The Collegian had the opportunity to sit down and talk with several K-Staters in relation to the debut of the recording and unveiling of the new Principles of Community at K-State today at the MLK Fellowship Luncheon.

Q: What do you think is significant about this find?

A: "To me it seems significant as we have tried to bring more and more emphasis and sophistication to our celebrations here on campus as we really worked harder to live up to the kind of ideals for which Dr. King stood it seems at the very same time that we've done those things these important artifacts have just been revealed to us with this one being the most important revaluation of them all. After 40 years we'll be able to hear Dr. King's voice on K-State's campus again."

Q: How does this speak to the campus being able to hear Dr. King's voice again?



Lisle Alderton | Collegian

Christopher Jordan, television production specialist, helped oversee the digitalization of the Martin Luther King Jr. Landon Lecture from its original magnetic tape format using a track recorder and a digital microphone.

we've been steadily getting ourselves ready for something like this. It just shows me that things only happen when they are supposed to; anytime before this I think would have been premature." — Myra Gordon, associate provost for diversity

Q: Do you think Dr. King's speech will have a different meaning here in the context of 2011 or will it carry the same message that he

preached back then?

A: "When you look at the transcription of the speech, which I have seen many, many times... you will see there are some things to which he is referring that are part of American history now, but are dated in the sense that they are historical references and so some of the activism, some of the marches,

KING | pg. 2

K-State Orchestra prepares to rock with Kansas

Students prepare for sold out concert in McCain Auditorium

Daniel Stewart
staff writer

This Friday two different generations and styles of music will clash in McCain Auditorium as the rock band Kansas and the K-State Or-

chestra perform a live show together. Students who have already purchased tickets are among the 1,800 who have sold out McCain Auditorium for the performance. This show will mimic one of their recent albums, "Always Never the Same" in which Kansas played with the London Symphony Orchestra. Now taking their old music with a new twist on tour, K-State is among the band's many stops on their

nationwide collegiate tour. The idea to bring Kansas back home to the university began many months ago. This past summer Todd Holmberg, executive director of McCain, and David Littrell, university distinguished professor of music and conductor of the K-State orchestra, started working together to plan the arrival of Kansas and the production of this Friday's show.

"We're happy to have it on

Friday," Littrell said. "It is the day before Kansas as a state turns 150."

The show will include performances of "Fight Fire with Fire," "Carry on My Wayward Son," and "Point of Know Return," as well as many other numbers. Littrell said this music has stood the test of time and will be a treat to the ears of people from current and recent generations.

"This is great rock music,"

Littrell said. "There is a lot of intellect behind it and it is quite complex. Not run-of-the-mill 3-chord rock garage band. It is fun to play, and hard too. There are rhythmic challenges. Off beats and anticipation of the beat make mixing the music harder. The rhythms are things you don't hear in classical music. It is not

ROCK | pg. 6

MARCH | pg. 5

Diversity lecture provides insight into Nigerian flour business

Speaker emphasizes innovation, creativity

Missy Calvert
copy editor

Distinction from the competition is what propelled one company in Nigeria to its current success in a competitive flour milling industry.

Folaranmi Babatunde Odunayo, the executive vice chairman of Honeywell Flour Mills Plc, spoke at the 12th Annual Diversity Lecture on Wednesday. He said the company encourages expanding possibilities through creativity and enterprise.

"That's the story of Honeywell," Odunayo said.

Dawne Martin, assistant dean for diversity, introduced Odunayo and said the lecture series began in 1999 to expose students to diverse businesses. "I hope and know you will leave here today with a different perspective on business," Martin said.

After joining Honeywell in 1992, Odunayo became the company's first managing director in 1997 and the chief executive officer in 2008. Today,

Honeywell is one of the top milling groups in the Nigerian private sector, and Odunayo helped lead the company into the Nigeria Stock Exchange in 2009, 11 years after its commencement.

"He has done a tremendous job with his company," said David Frey, international project development coordinator for the Department of Grain Science and Industry. "He is a star, an international business star."

Odunayo, who has visited K-State's International Programs several times, challenged K-State students and faculty to travel outside of Manhattan with him.

"Let me lead you to Nigeria, to what we do and how we do business," he said.

He began his presentation with a map of Africa to remind the audience that it is a continent, not a country.

"Sometimes people say to me, 'You're from Africa?' No, I'm from Nigeria," he said.

He zoomed in on Nigeria, a

country with 250 ethnic groups and more than 500 languages among its 150 million people. He said the people are industrious and greatly value educa-

tion.

"They also tend to be the happiest people on earth," he said.

Odunayo briefly explained the country's democratic system and the growth and problems of the infrastructures of energy, telecommunications and transportation in Nigeria.

"I was going to say, 'Yes, you can,' but I was afraid to get into any political discussions, so I will say, 'It is possible.'"

Folaranmi Babatunde Odunayo

Executive Vice Chairman
Honeywell Flour Mills Plc

ria. Due to the country's poor energy infrastructure, Honeywell had to create three power plants.

The Honeywell group began construction on its factory in 1995 and was ready to enter the market three years later. The challenge, Odunayo said, was how to find a niche in an over-supplied market. "A seemingly impossible task," he said.

The company needed innovative, quality flour products and a motivated staff to succeed, Odunayo said. "In an oversupplied economy," he said, "you really need to find a way to find your own way."

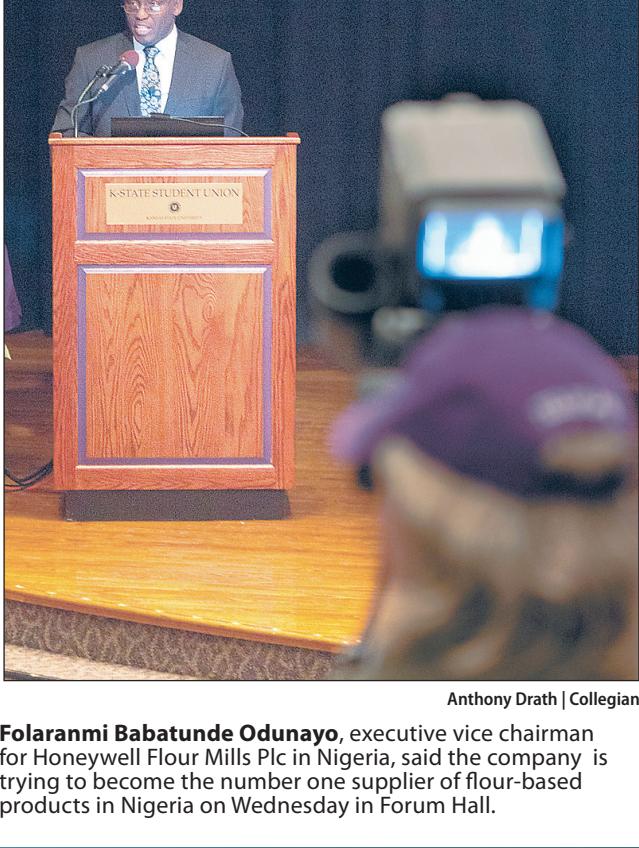
Odunayo said that transportation is unreliable in Nigeria, but Honeywell guarantees customers their products will leave the warehouse within 24 hours of ordering.

"It sounds easy; maybe it does not excite you here," he said. Yet Odunayo said it is one of the things that differentiates the company in Nigeria. "We ensure that customers have a pleasant experience when they interact with us in terms of efficient service," he said.

Odunayo also said Honeywell rewards employees for innovation and encourages them to be creative, to make "skillful and imaginative use of God-given talents."

A company driven by commitment to values and quality, Odunayo said he knows the reason behind their success. "Our people are the sources of our strength," he said.

LECTURE | pg. 5



Folaranmi Babatunde Odunayo, executive vice chairman for Honeywell Flour Mills Plc in Nigeria, said the company is trying to become the number one supplier of flour-based products in Nigeria on Wednesday in Forum Hall.

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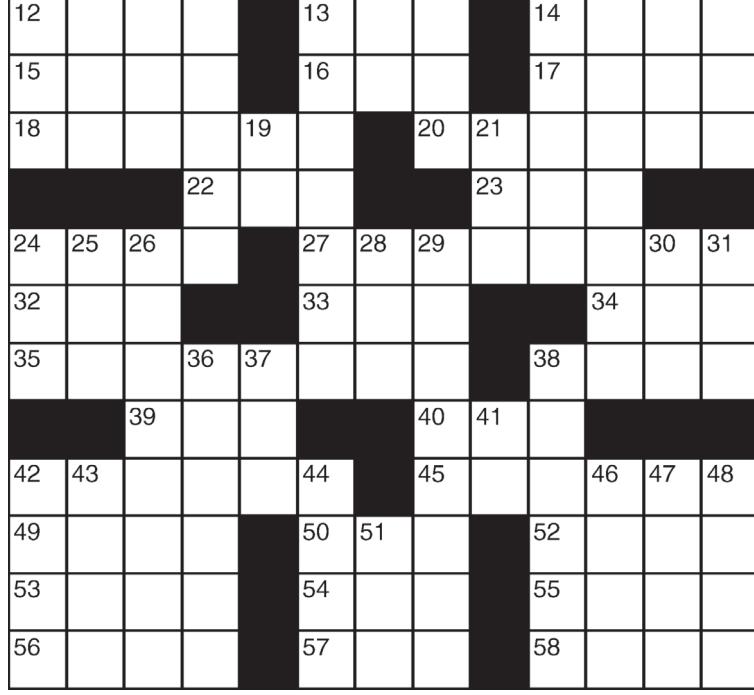
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15	Catchall abbr.	49 Lecher's look	7 Ante- lope's playmate	29	Niacin or riboflavin
16	Compete	50 Blackbird	8 Emotion- al period	30	Poolroom prop
17	Terrible guy?	52 Continen- tal coin	9 Variety of small parrot	31	"Jeopar- dy!" jug- ernaut
18	Zaftig, perhaps	53 Boast	10 Chester — Arthur	36	Come out
20	Take umbrage at	54 Family		37	Sister
22	Slight touch	55 Family		38	Each
23	Cage compo- nent	56 Initial stake		41	19- Down's partner
24	Eye with desire	57 Recede		42	Actress Jessica
27	Like some suitors	58 Other- wise		43	Swiss city
32	Court	59 Chester		44	Snatch
33	One (Pref.)	60 Chester		46	Boring
				47	Geologi- cal periods
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				51	Pen point

Yesterday's answer 1-27



Yesterday's answer 1-27

Pregame
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collegian

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2011

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thursday, january 27, 2011

kansas state collegian

BUFF-A-NO

K-State wins big on the road in Boulder

Paul Harris
staff writer

K-State held a 7-point lead at halftime and it seemed that the Wildcats would cruise to their first conference road victory of the season defeating Colorado 72-59.

Buffalo senior guard Britney Blythe scored 6 of her 9 points in the second half. The California native tied the game at 39. Her sophomore backcourt partner, Chucky Jeffery, finished off the 15-4 run with a personal 4-0 run.

Desperate for offense, K-State turned to its leading scorer, sophomore guard Brittany Chambers. Chambers answered the calls and reeled off four straight points. Chambers finished the game with 20 points.

Jeffery would put Colorado up by one point at 45-44. Jeffery did all she could for the Buffaloes, but her 19 points were not enough to overcome four Wildcat players in double figures.

K-State assistant coach Kamie Etheridge said it was nice to see the Wildcats show some resiliency on the road. Prior to tonight's contest, the Cats had whiffed on second-half leads.

Taelor Karr, who had 13 points, put K-State up for a good with a three-pointer from the corner. This sparked an 18-5 run to end the Buffaloes' comeback threat.

Senior guard Kelsey Hill scored a career-high 12 points off the bench. The former St. Thomas Aquinas star scored at advantageous times for the Wildcats throughout the game, including a long two-point jump shot to put K-State up four in the second half.

"You can Kelsey out there and people really have to guard her," Etheridge said. "She'll really enjoy her last trip to Colorado."

Junior forward Jalana Childs was the focal point of the offense in the first half. She led the team with 9 points at the break. It appeared as if Childs was headed toward another career night.

We wanted her (Childs) to be a beast and dominate people and she's not there yet," Etheridge said.

Childs struggled in the second half to find the bottom of the basket, but she ended the night with 15 points.

The turning point of the game was when K-State switched to a 2-3 zone. The zone confused the Buffaloes and resulted in forced shots or forced mistakes. At the time, Colorado was 7 of 9 from beyond the arc. Colorado ended the game 8 of 16.

Etheridge said the switch was just a roll of the dice by the coaching staff.

"That's just don't try to be too



Jonathan Knight | Collegian

Brittany Chambers jumps for a layup against an Oklahoma State Defender on Jan. 9. Chambers scored 20 against Colorado University in the Wildcats win 72-59.

smart as coaches play the odds," she said. "Threes we gave them were just bad mistakes on our part."

While threes kept Colorado in the game, second-chance points, rebounds and turnovers propelled the Wildcats to victory. Although, K-State was beat on the glass, key

offensive rebounds kept possessions alive.

Junior forward Branshea Brown scored just 4 points, but came up big on the glass. She snagged 11 rebounds, 6 of which were offensive.

Etheridge said the team is not happy about tonight's per-

formance and will have to get better for Saturday's performance against their in-state rival, Kansas.

That could mean bad news for a Jayhawk team that currently sits at one in four in the Big 12. K-State now holds a two-game lead in the North division and sits in fourth place in the conference standings.

King returns to field for Wildcats in 2011

Sean Frye
staff writer

In 2009, then-sophomore third baseman Jason King tied the school record for games played and started in single season with 62. The following summer, King was set back with an elbow injury that required surgery, forcing him to take a medical redshirt and miss all of last season.

"It was really tough to not play," King said. "I had never been hurt before, so all the rehab that comes with surgery was tough. But I think it allowed me to see the game from a different perspective and work on things that I needed to work on, which definitely helped my game."

The 2011 season brings new expectations though for both the team and King, who hope to help take a baseball program that is on the rise and turn it into a powerhouse.

"I want to be able to provide leadership for the younger guys in the program," King said. "As a team, the ceiling has never been higher so we just want to go with it."

In his stellar sophomore year in 2009, King loaded up the stat sheet and helped lead the K-State baseball program to their first ever NCAA Regional berth. He maintained a .316 batting average, had seven home runs and poured in 61 RBIs. However, following

"He's actually probably better in the infield than what he was before the injury," Hill said. "His arm is stronger, he's more accurate, and his feet are better at third base. He's a better defender than what he was."

King will have a lot of inherited duties when he steps onto the field again this season. He will be required to provide leadership for a team that only has two listed seniors. He will also have to try to replace the talent that Adam Muenster left, especially on offense.

"Adam was a pretty good player," King said. "Hopefully I can do as good of a job as he did last year."

Brad Hill
Head Coach

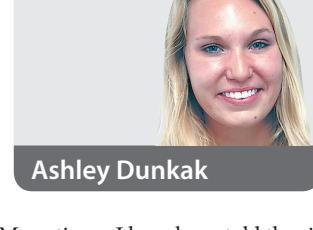
If King will struggle at all this year, many predict it could be from the plate. It is hard for many players at all levels to get back into a rhythm offensively following a major injury.

"I think the bat is still a work in progress," Hill said. "When you take a year off from hitting, it just takes time to get the feel of your swing back and all that. He had a solid fall and I think the best is still to come for Jason."

Regardless of any doubts that the fans, coaches, or media may have about King though, to this point, he has proven that can produce big numbers on the field. His presence will be a big factor in the overall team success in 2011.

"He's such a physical presence in our lineup and a switch hitter," Hill said. "He's been in there playing in big games for us and has had big hits for us in our program, so we expect more of the same this season."

In-state rivalry not inferior



Ashley Dunkak

Many times, I have been told the rivalry between state schools University of Kansas and K-State does not hold a candle to that which repels students of KU and the University of Missouri. Having been here for almost two years now, I disagree with that, and I'll tell you why.

Most KU fans will tell you that the game between the Jayhawks and the Wildcats is not one they really put on their calendars. Missouri is the target. One person who described the rivalry between KU and MU said to me, "They hate each other. If a person wearing Missouri gear fell into a river, a KU fan might think twice about running over to help."

Obviously, that is both a generalization and an exaggeration. I do not want to insult the character of KU students or alumni in general, but I do think you'll find that the vibe from them is that KU/MU is much more compelling than KU/K-State.

That argument, I would propose, is a facade. I remember when the Wildcats defeated the Jayhawks in 2008, and I seem to recall KU fans being in quite a huff. When I came home from college for Christmas break, a friend quipped, "So what kind of discounts can you get at Dillard's these days?" Despite what they may say to the contrary, I think KU fans do pay attention to their Manhattan counterpart.

One of the reasons there is such dissension between the schools, in my opinion, is because they appear so different. You wouldn't think an hour and a half on I-70 would result in such a different environment but it does. Before I get into dangerous territory, I'll save the stereotypes (liberal vs. conservative, etc.), but you all know what they are. But while the schools have their differences, there is history on both sides.

KU has an incredible basketball heritage. (Don't throw tomatoes yet; I'm going somewhere with this.) The inventor of the game, James Naismith, founded its basketball program more than 100 years ago, for crying out loud. He served as both a coach and athletics director there. In the years since, the Jayhawks have dominated the sport. Really, truly, as much as I am a K-State student and don't like to admit it, there is no denying that KU is a good basketball team. Thing is, KU fans know this. They're well aware of it, in fact, and consequently can feel that no other school/basketball program (you wouldn't think the two would be interchangeable, but apparently so) is equal to theirs. The idea that another school in the same state as them could actually challenge their reign is just, for all intents and purposes, preposterous. Again, this is a bit tongue-in-cheek and certainly generalizing, but it seems to be a trend in some places, just based on my experiences.

What is less widely known, however, is that K-State has a fantastic history of the game as well. Ever heard of Tex Winter? He coached the Wildcats for the better part of the '50s and '60s. Newsflash: He is recognized as the creator of the triangle offense. As the innovator of that style, he assisted coached under Phil Jackson with both the Chicago Bulls and the Los Angeles Lakers. Remember the Chicago Bulls and Michael Jordan and those six NBA championships? Remember that guy named Kobe, the Lakers and a few more NBA championships? Tex Winter was an integral part of those historically dominant teams at the highest possible level of basketball.

The beef between KU and K-State is that both schools have great history in basketball, but K-State is always referred to as the "little brother," or other such condescending monikers - not necessarily by KU, though perhaps by KU fans, but even by members of the media.

My conclusion is this: K-State is sick and tired of being the little brother, and KU is annoyed by having any other team mentioned in the same breath as basketball and the state of Kansas. And that - all that - is why ESPN will be televising this rivalry as part of College Gameday on Saturday.

Ashley Dunkak is a sophomore in journalism and mass communications. Send comments to opinion@spub.ksu.edu.

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STAR SEARCH

“Wobble” of Earth leads to new zodiac sign

Leslie Campbell

Staff writer

On Jan. 13, many die-hard horoscope followers received a rude awakening. In the Minneapolis Star Tribune, the Minnesota Planetarium Society claimed the “wobble” of the Earth had shifted the zodiac signs. In addition to changing the signs’ dates, the group claimed a neglected constellation, Ophiuchus, needed to be added into the mix.

Ophiuchus is the “serpent bearer” and the new sign of those who were born from Nov. 30 to Dec. 17.

So who is the man responsible for this constellation overhaul? Parke Kunkle, a Minneapolis astronomy instructor at Minneapolis Community and Technical College and Minnesota Planetarium Society board member. In the much-debated original article, Kunkle claimed that the Babylonian zodiac periods were created millennia ago, making them seemingly “outdated.” Due to the moon’s gravitational pull, the Earth wobbled around its axis. Kunkle explained that due to this movement, a one-month bump in the stars’ alignment has been created. Therefore those who were former Capricorns are now regarded as Sagittarius, and so on.

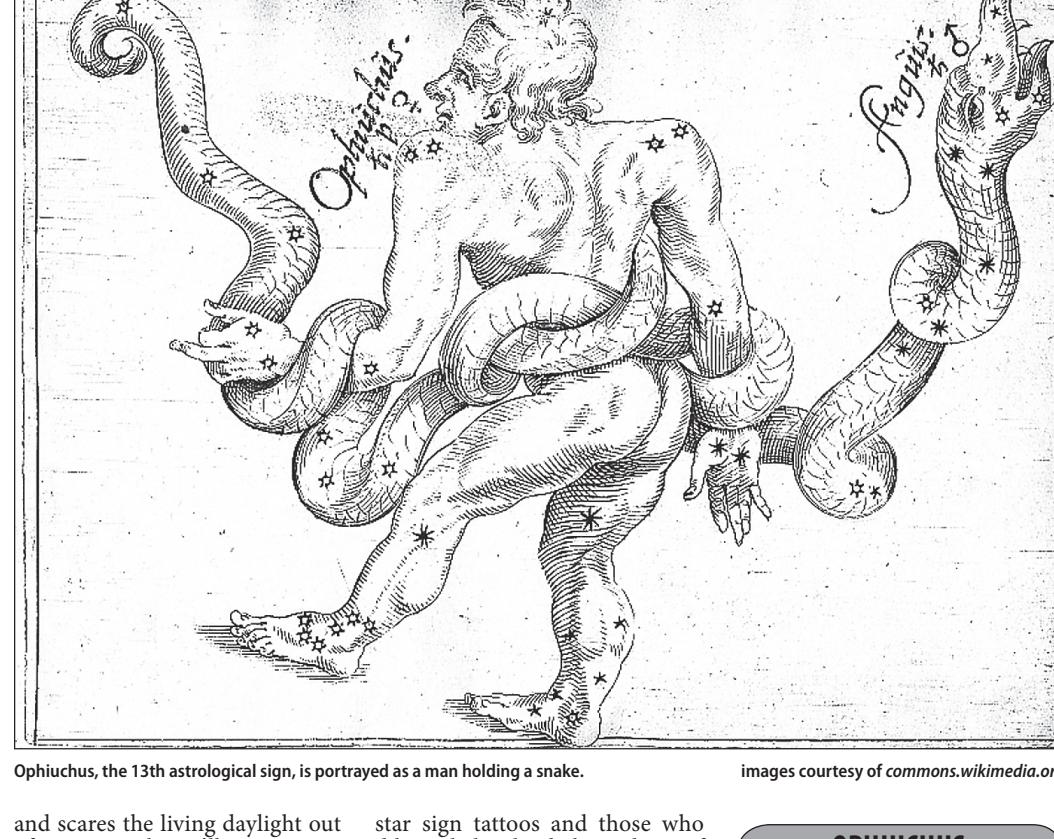
Within minutes, the buzz created by the shifting signs was all over the Web and continues to be a controversial subject. Many astrology professionals have tried to downplay the story, claiming nothing has changed the zodiac chart.

In a Star Tribune article by Bill Ward and the Associated Press, “Signs of the times: Astrology soars like a comet,” a spokeswoman for the American Federation of Astrologers, Shelley Ackerman, advised worried individuals not to panic.

“This doesn’t change your chart at all,” Ackerman said. “I’m not about to use it. Every few years, a story like this comes out



proposed symbol for Ophiuchus



Ophiuchus, the 13th astrological sign, is portrayed as a man holding a snake.

images courtesy of commons.wikimedia.org

and scares the living daylight out of everyone, but it’ll go away as quickly as it came.”

Experts also claim that this shift in the stars has no effect on the tropical zodiac system, which is the system most typically used to measure horoscopes. In the sidereal or vedic astrology systems, the signs do shift, but these systems are most commonly used in India and not by the West.

The tropical zodiac consists of fixed sectors of the sky, and the movements of the sun, moon and planets are watched to determine the horoscopes. Therefore, these sectors do not depend on the constellations as reference points, making the shifting of them meaningless.

Many aren’t as easily convinced, including people with

star sign tattoos and those who diligently live by daily readings of their sign.

Kelley Miller, senior in mechanical engineering, is resistant to the changing signs.

“To be truthful, I think it’s a load of crap,” Miller said. “They can’t tell me after 22 years that I’m not a Capricorn. And I can’t even pronounce the 13th one.”

On the other hand, Ed Zuijs, senior in construction science and management, doesn’t take horoscopes too seriously.

“I don’t follow astrology too much, but I think any change is unnecessary,” Zuijs said. “Horoscopes aren’t exactly scientific, so there isn’t much of a point to changing them because of science.”

However, he said he does agree the change would impact him slightly.

“For what it’s worth, my younger brother and I were both Geminis,” Zuijs said. “Now nei-

OPHIUCHUS CHARACTERISTICS

- Attracts good luck
- Has lofty ideals
- Seeks peace and harmony
- Natural healer
- Inventive nature
- Seeks higher education/wisdom
- Intuitive
- Reaches for the stars
- Ophiuchus is the only zodiac sign linked to a real man, Imhotep from ancient Egypt.
- The ophiuchus symbol made way for the today’s medical symbol, the staff with the snake.

Information found at www.nowpublic.com.

ther of us are, which kind of takes the fun out of it.”

Dreams leave questions, possible meanings

Sandi Lam

Staff writer

Waking up from a dream about a dragon cooking might be concerning. A dream about friendships going sour or relationships going down-hill could be equally disturbing. No matter how realistic a dream might seem, it most always seems senseless. Sometimes there is no track of time or actual environment in dreams. Experiencing a crazy dream could leave one wondering if dreams have any meaning at all.

Does hidden desires show themselves in dreams? Do minds conjure metaphors to represent people and things?

Gary Brase, professor of psychology, said, “No one knows for sure.”

However, Brase said he has theories about the matter. He said there is no evidence supporting Sigmund Freud’s ideas on sexual desires and violence in dreams and that our subconscious desires do not appear in

our dreams “anymore than in everyday life.”

Brase said the professional theories presented nowadays are not as dramatic as Freud’s suggestions. The concept of dreaming is not a popular topic among the psychology world today in terms of new research and development.

“Like the computer performs defrag functions in the background, it doesn’t mean anything,” Brase said.

“Dreams can simply be random activation of the brain while asleep.”

Gary Brase,

Professor of Psychology

“Dreams can simply be random activation of the brain while asleep.”

Contrary to the argument that dreams have no meaning whatsoever, some might believe that there is significant value for each dream.

“Every dream means something,” said Emily Hays, junior in architecture.

Analyzing a dream could help identify issues within oneself that would not normally surface into the conscious state. For example, in a dream, one might attribute their needy dog’s characteristics to

Stocking Breakfast fundraiser had never heard of before the organization began promoting it on Twitter.

Bluestem Bistro also uses Twitter as a platform for promoting the business, sending out daily tweets with the day’s special.

When contemplating how best to reach the wide variety of customers Bluestem serves, Maris Deaver, K-State alumna, said a group of employees “realized a lot of people are really savvy with technology and we wanted to get in touch with that.”

Deaver said one of the nice things about using Twitter is the ability to connect it to a Facebook account; each day there is a Twitter update, it also shows up on Bluestem’s Facebook page.

Richardson said the impact Twitter has made on the agency has been quite tangible, adding that many of the volunteers and attendees of the agency’s Red

According to Twitter.com, Twitter provides businesses the opportunity to “build relationships with people who care” about a company, and Richardson, who created a corporate account for KCSL in November 2008, said she thinks that is most definitely the case.

“It’s nice because that way we really do reach the vast majority of our customers,” Maris Deaver, Barista, Bluestem Bistro

said. She believes strongly in the work of KCSL, partly because of her own experience as a young mother attending K-State. She said one of the reasons she started the corporate account was to provide resources and information for people in similar situations. Through Twitter, she said, people can ask questions, post links, and provide information about a variety of topics without committing to anything or even meeting with anyone face-to-face.

In addition to its potential for informing communities, Twitter can also serve as a “real-time” update for any event, giving it a slightly different purpose than a

Facebook page. Deaver indicated the two platforms could reach different audiences, which is why they connected the two accounts. While there might be some crossover between people who follow Bluestem Bistro on Twitter and who like the Facebook page, there are also many customers who use only one medium or the other.

Richardson said she uses Twitter for KCSL as a tool to provide information during an event or to quickly supply answers to questions people might have, while Facebook works better for posting entire photo albums of events after they are over.

Whether for minute-by-minute updates, daily specials or community resources, businesses continue to branch out and

Twitter is becoming a common tool for businesses to reach hundreds if not thousands of people in an instant for marketing and communications.

Nathaniel LaRue | Collegian

10 best things about winter in Manhattan



Sara Gudde

After a seemingly delayed arrival, winter is here. It has finally made it to Manhattan, bringing with it all sorts of wintery things.

With all of this wintery goodness, you’d think everyone would be in good cheer. But alas, this is not so. Everywhere I go, I hear people complaining about the weather or loudly lamenting over the latest snowfall or griping about being stuck indoors.

Therefore, just to spite all of those pained, cynical, melodramatic people, I have decided to highlight the 10 best things about winter in Manhattan.

1. Snow.

No reason to hate it, because that won’t stop it from falling from the sky. Here in northern Kansas, the snow stays on the ground forever. There is a good chance there will still be snow on the ground when we come back from spring break. Snow is the basis of most winter fun, so enjoy it.

2. Beauty.

Manhattan transforms into a beautiful winter wonderland after a fresh snowfall. Some of the prettiest snow scenery pictures I have ever seen were taken on K-State’s campus.

3. K-State’s sidewalk shoveling crew.

I am sure they have a more formal name, like Grounds and Maintenance, but regardless of the official title, the facts remain the same: We get a lot of snow here, and they do a terrific job of keeping the sidewalks clear on campus. They start clearing off snow even before it quits falling. They must work all night long when we have big snowstorms. Brrr.

4. Ice skating in City Park.

Admission is only \$2, and skate rental is \$2 as well. Definitely a lot cheaper than going to the movies. Don’t even say to yourself, “Oh, I’d never do that. I can’t skate.” I’m pretty sure ice skating falls in the same category as bowling: Few people are actually good at it, but we all go anyway and have a great time.

5. Random snowball fights.

Oh yeah, you know you love ‘em. Be forewarned: they can make walking home from class dangerous from time to time.

6. Long talks in coffee shops.

For those of you who would rather avoid flying snowballs, this might be a better option. Grab a friend and head to Radina’s Coffeehouse & Roastery in Aggierville. It is nice to be able to sit in a warm coffee shop, and enjoy a good conversation, especially when it is chilly outside.

7. Sledding at CiCo Park.

Enough said. If you have never been, find someone to take you, and then you will understand why this activity made the top 10 list.

8. Watching icicle dodgers.

Ice storms are a common occurrence here, but without fail, the ice eventually begins to melt away. You may think this sounds crazy, but watching icicle dodgers seems to be a favorite pastime of students in residence halls. Typically, a few residents line up couches in front of the windows and wait for icicles to fall toward unsuspecting pedestrians. It is quite comical to watch the lengths people go to in order to avoid dripping ice and falling icicles.

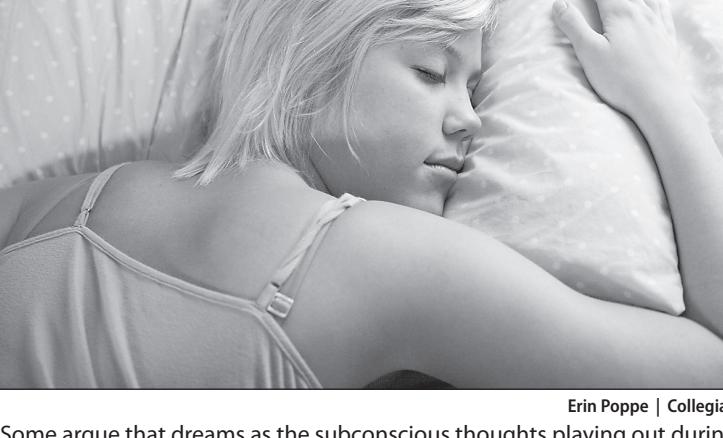
9. Opportunity for serving your neighbor.

Snow falling means snow shoveling. Want to remind people that kindness still exists in this world? Shovel your neighbor’s sidewalk. It is not too hard, and you will already be outside to shovel your own, so why not help your neighbor out?

10. Hot chocolate parties.

Hot chocolate is one of my favorite winter treats. These parties are an excellent excuse to put off homework and spend time with friends.

There you have them - 10 great reasons to love winter in Manhattan. So stock up on hot chocolate, grab your snow boots and enjoy.



Erin Poppe | Collegian

Businesses use Twitter to interact with diverse audience

Elena Buckner

Staff writer

In today’s world of constant technological communication, many businesses are jumping on the bandwagon of social media in order to reach out to the Internet-savvy customer. Especially in a college town like Manhattan, utilizing social media can be a free and highly popular way of interacting with and drawing in new customers, as well as providing up-to-the-minute information to long-standing ones.

Many businesses are turning to Twitter, a network that allows users to send out 140-character messages, or “Tweets,” that followers can then access using a mobile phone or computer.

Jessica Richardson, marketing and public relations specialist for the Kansas Children’s Service League, said they use Twitter “to provide another way for people to access information about the agency and to ask questions or to get involved.”

Richardson said the impact

Stocking Breakfast fundraiser

had never heard of before the organization began promoting it on Twitter.

Bluestem Bistro also uses Twitter as a platform for promoting the business, sending out daily tweets with the day’s special.

When contemplating how

best to reach the

wide variety of

customers Bluestem

serves, Maris Deaver,

K-State alumna, said a

group of employ-

ees “realized a lot of people are

really savvy with technology

and we wanted to get in touch with that.”

Deaver said one of the nice

things about using Twitter is the

ability to connect it to a Face-

book account; each day there is a

Twitter update, it also shows up

on Bluestem’s Facebook page.

Deaver said “It’s nice because

that way we really do

reach the vast major-

ity of our customers”

According to Twitter.com, Twitter provides businesses the opportunity to “build relationships with people who care” about a company, and Richardson, who created a corporate account for KCSL in November 2008, said she thinks that is most definitely the case.

“It’s nice because that way we really do reach the vast majority of our customers,” Maris Deaver, Barista, Bluestem Bistro

said. She believes strongly in the work of KCSL, partly because of her own experience as a young mother attending K-State. She said one of the reasons she started the corporate account was to provide resources and information for people in similar situations.

Through Twitter, she said, people can ask questions, post links, and provide information about a variety of topics without committing to anything or even meeting with anyone face-to-face.

In addition to its potential for

informing communities, Twitter

can also serve as a “real-time”

update for any event, giving it a

slightly different purpose than a

MARCH | Speaker argued against genocide

Continued from page 1

during the rally. Representatives Tim Huelskamp and Mike Pompeo of Kansas were also in attendance. Each congressman at the rally gave a short message to the audience, with many of them reflecting on the recent 2010 congressional elections and the resulting shift in power in the House of Representatives.

A chorus group, the Sounds of Liberty, from Liberty University in Lynchburg, Va., performed the music onstage.

Bobby Schindler Jr., brother of Terri Schiavo, also spoke, arguing against all forms of genocide, including euthanasia. Schiavo's feeding tube was removed by court order after a lengthy legal battle between Schiavo's parents and her husband. Being

pro-life, Schindler said, goes beyond abortion.

Following the rally, the crowd began marching towards the Capitol. They continued walking to the Supreme Court building where many participants prayed and reflected on Roe v. Wade.

Elizabeth Schmeidler of Hays, Schmeidler said the march gave her a sense that she is not alone in her beliefs and hope that America can be what she wants it to be.

"It was very encouraging; I'm hopeful that the freshmen (congressmen) that come in put their words into action," Schmeidler said. "It was great to see all the faiths and all races."

Her son, Roy Schmeidler, freshman of Thomas More Prep-Marian, said that the pictures of



Danny Davis | Collegian

Protestors in the March for Life make their way to the Capitol Building carrying pro-life signs. The number of people estimated to have attended the event was 400,000.

aborted babies on signs along the streets surprised him. Given the chance, Roy said he will go to another March for Life.

"The amount of people stood

out," said Tanner Younie, senior of Thomas More Prep-Marian. "I knew a lot of people were pro-life, but I didn't think that many people would be there."

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Agri-Industry Career Fair draws several hundred students

Austin Enns
coverage editor

Agricultural students with faith in their resume and people skills climbed the stairs to the second floor of the K-State Student Union on Wednesday hoping, maybe even praying, that they would be able to find a job or an internship. Mary Ellen Barkley, assistant director of Career and Employment Services, said her organization expected about 400 students to attend the Agri-Industry Career Fair in the Grand Ballroom and Cottonwood room.

"The purpose is to provide an opportunity for our students to meet employers face to face and talk about internships and employment opportunities," Barkley said.

Representatives of big employers like Frito-Lay, Tyson Foods and the Archer Daniels Midland company set up booths in the ballroom where they chatted with potential employees about their futures.

"The purpose is to provide an opportunity for our students to meet employers face to face..."

Ellen Barkley
Assistant Director
Career and Employment Services

Oliphant said preparing for career fairs is easy because they are all the same, but that she spent most her time doing follow-up interviews with students, online assessments and information sessions for her company. CES holds multiple college-specific career fairs in the spring. Barkley said this is the sixth year the organization has set up the Agri-Industry Career Fair. About 71 employers participated this year, and about 40 students from the College of Agriculture helped hand out nametags and monitor the ballroom. Elaine O'Connor, junior in

food and agribusiness management and foreign exchange student from Ireland, said she needed some last minute help to get her resume ready.

"It was quite stressful," O'Connor said. "I don't know how different Irish resumes are different from the American ones, but I went to CES and got help."

In addition to tweaking her resume, she said she looked up all the employers who were searching for interns and decided to apply at the companies that were geared toward food processing.

"As part of my course in Ireland, I have to do a professional course experience to go to my final year," O'Connor said. "I need an internship, but I would be interested in working here for a few years anyway."



Chelsy Lueth | Collegian

At the agriculture-industry career fair on Tuesday in the K-State Student Union, 71 agricultural vendor booths displayed career opportunities for agriculture students. At the Osborn and Barr booth, **Carlie Gaus**, junior in agriculture business, speaks with O&R's human resource.

ROCK | Music provides challenge



Matt Binter | Collegian

Sarah Hodges, senior in communication science and disorders, plays cello in the K-State orchestra during their practice Tuesday in McCain Auditorium. The Orchestra will be performing with the band Kansas on Friday during their performance.

Continued from page 1

Beethoven anymore."

The music not only presented a challenge to Littrell, a veteran of musical performances, but also to students who were unfamiliar with the techniques of playing rock music with classical instruments. However, Collin Hosek, member of the K-State orchestra, said it is an honor to play with Kansas.

"It was pretty groovy," said Hosek, junior in music performance. "Kansas plays with a lot of orchestras and came out with an album a while ago that was with orchestra. We are basically doing those same arrangements. They will be in front

of us, really loud. We will just be following them. It shouldn't be too hard."

Hosek also said, "I've been a fan of Kansas the band and Kansas the state for a really long time now."

Though the orchestra has spent weeks rehearsing for this Friday's show, they will only have two total rehearsals with Kansas actually in session.

"It is exciting," said Ashton Rodriguez, sophomore in accounting. "I hadn't listened to too much of their music before this, but I've gotten into a lot of their music and it's quite catchy. I think with this kind of caliber of production it is a little more pressure to try

a lot harder and do the best you can. It's going to come together nicely."

All of the Kansas band members are from Kansas, mostly from Topeka and Manhattan. The vocalist, Lynn Meredith, is from Manhattan, and 40 years ago was in the same boy scout troop as Littrell. Meredith now works with PBS in Salina and is currently filming a documentary about his current tour. During the rehearsals, film crews have been recording and interviewing students and preparing for a possible nationwide release of the documentary. Kansas and the K-State orchestra go live Friday at 7:30 p.m.

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